

**IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF NEW JERSEY**

NEWSMAX MEDIA, INC.

Plaintiff,

 \mathbf{V}_i

MARK NEJMEH,

Defendant.

C.A. No. 13-cv-06248-JAP-LHG

AFFIDAVIT OF BRIAN TODD

STATE OF FLORIDA)
)
) SS.:
COUNTY OF PALM BEACH)

BRIAN TODD, being duly sworn, deposes and says:

1. I am the Chief Operating Officer of plaintiff Newsmax Media, Inc. (“Newsmax” or “Plaintiff”), owner of the registered marks NEWSMAX and NEWSMAX.COM (collectively, the “Newsmax Marks”). I make this affidavit in support of Plaintiff’s application for a temporary restraining order against defendant Mark Nejme (“Nejme” or “Defendant”).

2. Newsmax is one of the United States' preeminent media companies for print and online news, entertainment news and features, and current events. Ever expanding, Newsmax currently produces and broadcasts its own online television news and entertainment programming and is in the process of launching online radio programming.

The Newsmax Marks

3. Newsmax began using the mark NEWSMAX.COM in August 1998 in connection with a website featuring current events. Shortly thereafter, in or about January 2000, Newsmax began offering magazines featuring news, entertainment news and features under the mark NEWSMAX.

4. Newsmax has used the Newsmax Marks continuously and exclusively since their dates of first use in interstate commerce.

5. Since July 1998, Newsmax has continuously owned the domain name newsmax.com for its website, accessible at <http://www.newsmax.com>, where Newsmax publishes and broadcasts its online news and entertainment services (“Newsmax Website”).

6. In addition to its magazine and website, Newsmax prints and distributes electronic and print newsletters under the NEWSMAX mark to subscribers on a range of financial and health topics.

7. United States federal registrations for NEWSMAX.COM (Reg. Nos. 2721043 and 3659417) were issued on June 3, 2003 and July 21, 2009, respectively. Copies of these registrations are annexed hereto as Exhibits A and B.

8. United States federal registrations for NEWSMAX (Reg. No. 3177090 and 4308915) were issued on November 28, 2006 and March 26, 2013, respectively. Copies of these registrations are annexed hereto as Exhibits C and D.

9. NEWSMAX.COM (Reg. 2721043) and NEWSMAX (Reg. No. 3177090) are incontestable under 15 U.S.C. § 1065.

10. Newsmax also owns several pending service mark applications for NEWSMAX for use in connection with production, distribution and broadcasting of television and radio programming. Copies of documentation of the federal applications for NEWSMAX (Serial Nos. 85675867, 85677899, 85698410, and 85699779) are annexed hereto as Exhibit E.

11. Newsmax also owns a pending application for NEWSMAX HEALTH (Serial No. 85974815) in connection with “Providing information, news and commentary in the field of nutrition, health and wellness.”

12. In use for nearly fifteen years, the Newsmax Marks have accumulated substantial goodwill of great value due to the high quality of the news, entertainment and information services Newsmax offers under its marks in print and online and these services’ wide popularity among audiences across the United States. These audiences have come to rely on Newsmax for timely, insightful reporting on current news and entertainment and for sharp analysis and commentary.

13. Newsmax limits use of the Newsmax Marks to itself. Newsmax carefully polices use of the Newsmax Marks. *Newsmax has never granted rights to any third party – and thus, never to Defendant – to use those Marks or any variation thereof.*

14. *The New York Times* has called Newsmax an “influential media company that has established itself as a potent force in conservative politics” that “reaches more homes than The Weekly Standard or National Review, two of the higher brow pillars of American conservatism.” A copy of *The New York Times* article, “A Compass for Conservative Politics,” is attached hereto as Exhibit F.

15. According to the widely cited comScore ratings, in July 2013, the Newsmax family of websites received 65 million page views. 11.3 million of these were unique viewers.

16. From May 2013 through August 2013, the Newsmax family of websites frequently achieved higher comScore ratings than such highly trafficked political news websites as Fox News Politics, NBCNews.com Politics, CNN Politics and Politico.

17. Newsmax's email alerts go out to a list of over 4 million opt-in subscribers. In a recent week, over 90 million email alerts were delivered to subscribers.

18. Newsmax's print subscription circulation, currently over 185,000, is also growing.

19. In 2011, Newsmax began publishing its magazine electronically on various e-reader platforms and launched a mobile magazine application for the Apple iPhone and iPad.

20. Indeed, in light of the popularity and success of the magazine and website, Newsmax has continued to expand its offerings under the marks and has since begun broadcasting online television programming. Its website at newsmax.com, which, since 2009 has been prominently branded as NEWSMAX, features streaming video segments.

21. Newsmax also reaches new audiences through such avenues as Facebook and Twitter. Newsmax's Facebook page has over 282,000 likes and Newsmax currently has over 34,500 Twitter followers.

22. Newsmax grows its audiences by actively promoting its expanding portfolio of media products and services. The Newsmax website's home page is just one such advertising vehicle and is used to drive the website's huge visitorship to Newsmax companion websites, Newsmax online broadcasts, the Newsmax magazine, and the Newsmax e-newsletter. A screenshot of the Newsmax website home page is annexed here as Exhibit G.

23. As a result of the longstanding and extensive use of the Newsmax Marks, members of the public recognize them used in connection with news as indicating reliable, high quality reporting originating with Newsmax.

24. Upon information and belief, no entity other than Newsmax is known in the trade or community at large by the name Newsmax or by any name incorporating the word "Newsmax"; and, upon information and belief, Newsmax is the only entity that has made any legitimate use of any Newsmax Marks. Upon information and belief, no other entity except Newsmax has any pending application or existing registration for any Newsmax mark of any kind.

**Defendant's Bad Faith Registration
and Infringing Use of Newsmax.us**

25. Newsmax has never granted rights to NejmeH to use its Newsmax Marks or any variation thereof.

26. Defendant nonetheless registered the domain newsmax.us (the "Domain") on January 10, 2011 – more than twelve years after Newsmax established its use of the Newsmax Marks and its online presence at the Newsmax Website. Documentation from WHOIS of Defendant's registration of the Domain is annexed hereto as Exhibit H.

27. Upon information and belief, NejmeH is not known by the name "newsmax," offers no legitimate services under the name "newsmax," and has carried on

no legitimate business under the name “newsmax,” nor could he given the longstanding exclusive ownership and use by Newsmax.

28. Upon information and belief, until recently, NejmeH was making no use of the Domain. There was no content at the newsmax.us website.

29. Given that there was no content at the Domain and Newsmax had no immediate plans for the domain, Newsmax did not take immediate action to reclaim the Domain after it learned that it had been registered.

30. However, in or around September 2013, Newsmax sought to obtain and use the newsmax.us domain for news-related services in conjunction with its long-existing Newsmax Website. Thus, on or about September 16, 2013, Newsmax took steps to recover the Domain. Via GoDaddy, it made an offer of \$100 for the Domain – a generous offer in light of the fact that NejmeH had no legitimate rights to the term Newsmax for use as a domain and additionally a sufficient amount to cover the costs of registering the Domain.

31. Despite not being authorized to use the Newsmax Marks, on September 23, 2013, NejmeH rejected the offer and countered with an offer to sell the Domain for \$80,000 instead.

32. On September 23, 2013, Newsmax countered with a final offer of \$200.

33. On September 30, 2013, the bidding process was closed, since NejmeH did not accept the offer.

34. Consequently, on October 11, 2013, Newsmax, through its attorney, sought to have NejmeH transfer the Domain to Newsmax. However, Defendant has steadfastly refused, claiming that he is the legitimate owner of newsmax.us due to some vague journalistic endeavors and due to the fact that he intends to launch a newsmax.us newspaper.

35. Though Defendant was asked to confirm he would not be launching such a newspaper, he only continues to insist that “we own NewsMax.us and this is totally different than newsmax.com.”

36. Indeed, on or about the same day Newsmax’s counsel informed NejmeH that Newsmax has exclusive rights to the Domain, NejmeH began posting material at the Domain’s website.

37. Beginning on or about October 11, 2013, NejmeH began using the website at newsmax.us in the nature of a blog that comments on Newsmax’s attempts to reclaim the Domain and promotes the launch of “NewsMax.us” as a “weekly political newspaper” and website edited by a “conservative news journalist.” The website additionally now features the banner: “newsmax.us coming soon on-line and in your hand.” A copy of the website as it appeared on October 20, 2013 is annexed hereto as Exhibit I.

38. The website also includes a disclaimer “Disclaimer: we are not newsmax.com,” thus recognizing the potential for consumer confusion.

39. Defendant is disrupting Newsmax's business by squatting on the infringing Domain and refusing to sell or transfer it to Newsmax.

40. Defendant has begun use of the website at the Domain to confuse Newsmax's established audiences and trade on Newsmax's reputation and goodwill, since he is advertising the launch of newsmax.us as a political newspaper.

41. Moreover, the timing and nature of Defendant's use of the Domain betrays an intent to retaliate against Newsmax for Newsmax's good faith efforts to obtain the Domain without resort to litigation.

42. Newsmax's preeminent reputation in the media industry and with consumers generally and the goodwill it has accumulated will be damaged by Defendant's continued use of the Domain and newsmax.us mark.


Brian Todd

Sworn to before me this
22 day of October 2013.


Notary Public

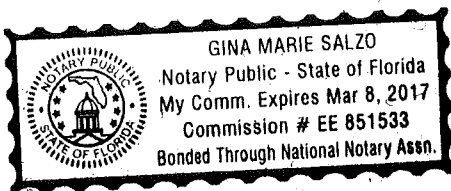


EXHIBIT A

Int. Cls.: 16 and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50, 100, 101 and 107

Reg. No. 2,721,043

United States Patent and Trademark Office

Registered June 3, 2003

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

NEWSMAX.COM

NEWSMAX.COM (NEVADA CORPORATION)
560 VILLAGE BLVD., SUITE 270
WEST PALM BEACH, FL 33409

FOR: PROVIDING NEWS IN THE NATURE OF
CURRENT EVENT REPORTING VIA THE INTER-
NET, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FOR: MAGAZINE OF GENERAL NEWS AND
FEATURES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29,
37, 38 AND 50).

FIRST USE 8-0-1998; IN COMMERCE 8-0-1998.

SER. NO. 76-424,873, FILED 6-24-2002.

FIRST USE 1-0-2001; IN COMMERCE 1-0-2001.

GWEN STOKOLS, EXAMINING ATTORNEY

EXHIBIT B

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 3,659,417

Registered July 21, 2009

**SERVICE MARK
PRINCIPAL REGISTER**

NEWSMAX.COM

NEWSMAX.COM (NEVADA CORPORATION)
560 VILLAGE BLVD, SUITE 270
WEST PALM BEACH, FL 33409

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: ENTERTAINMENT SERVICES, NAMELY,
PROVIDING ON-LINE REVIEWS OF MOVIES,
BOOKS, AND MUSIC; ONLINE JOURNALS, NAME-
LY, BLOGS FEATURING NEWS AND ENTERTAIN-
MENT NEWS, IN CLASS 41 (U.S. CLS. 100, 101 AND
107).

OWNER OF U.S. REG. NO. 2,721,043.

SN 78-795,479, FILED 1-20-2006.

FIRST USE 5-0-2008; IN COMMERCE 11-6-2001.

KAREN BRACEY, EXAMINING ATTORNEY

EXHIBIT C

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 3,177,090

United States Patent and Trademark Office

Registered Nov. 28, 2006

**TRADEMARK
PRINCIPAL REGISTER**

NEWSMAX

NEWSMAX.COM (NEVADA CORPORATION)
560 VILLAGE BLVD, SUITE 270
WEST PALM BEACH, FL 33409

FOR: MAGAZINES FEATURING NEWS, ENTERTAINMENT NEWS AND FEATURES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 1-31-2000; IN COMMERCE 1-31-2000.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,721,043.

SER. NO. 78-795,478, FILED 1-20-2006.

KAREN BRACEY, EXAMINING ATTORNEY

EXHIBIT D

United States of America
United States Patent and Trademark Office

NEWSMAX

Reg. No. 4,308,915

Registered Mar. 26, 2013

Int. Cls.: 9, 16, 38 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

NEWSMAX MEDIA, INC. (NEVADA CORPORATION)
SUITE 120
560 VILLAGE BOULEVARD
WEST PALM BEACH, FL 33409

FOR: ELECTRONIC DOWNLOADABLE PUBLICATIONS IN THE NATURE OF GENERAL INTEREST NEWS MAGAZINES; DOWNLOADABLE SOFTWARE FOR READING NEWS MAGAZINES THAT MAY BE DOWNLOADED FROM A GLOBAL COMPUTER NETWORK; DOWNLOADABLE SOFTWARE IN THE NATURE OF A MOBILE APPLICATION FOR OBTAINING, NEWS, INFORMATION AND COMMENTARY OF THE TYPE FOUND IN GENERAL INTEREST NEWS MAGAZINES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-0-2008; IN COMMERCE 12-0-2008.

FOR: MAGAZINES FEATURING NEWS, ENTERTAINMENT NEWS AND FEATURES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 11-0-2007; IN COMMERCE 11-0-2007.

FOR: INTERNET PROTOCOL TELEVISION (IPTV) TRANSMISSION SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 11-0-2009; IN COMMERCE 11-0-2009.



Lea Street Lea
Acting Director of the United States Patent and Trademark Office

FOR: PROVIDING NEWS IN THE NATURE OF CURRENT EVENT REPORTING VIA THE INTERNET; PRODUCTION AND DISTRIBUTION OF PROGRAMS IN THE NATURE OF RADIO, TELEVISION, AUDIO AND VIDEO PODCAST PROGRAMS, AND WEB SERIES FOR BROADCAST OVER THE INTERNET; NEWS AGENCIES, NAMELY, GATHERING AND DISSEMINATION OF NEWS; ENTERTAINMENT SERVICES, NAMELY, THE PROVISION OF CONTINUING PROGRAMS AND SEGMENTS, FEATURING NEWS AND COMMENTARY DELIVERED BY THE INTERNET; PROVIDING NEWS, INFORMATION, COMMENTARY AND MULTIMEDIA CONTENT, IN THE FIELD OF CURRENT EVENTS RELATING TO POLITICS, THE MEDIA, EDUCATION, FINANCE, BUSINESS, HEALTH, LIFESTYLE, RELIGION, SHOPPING, SPORTS, FITNESS, TECHNOLOGY, TRANSPORTATION, TRAVEL, ARTS, ENTERTAINMENT, BOOKS, HUMOR, GOSSIP, JOBS, AND AUTOMOTIVE TECHNOLOGY, DESIGN AND REPAIR; PROVIDING ONLINE NEWSLETTERS IN THE FIELD OF CURRENT EVENTS RELATING TO POLITICS, THE MEDIA, EDUCATION, FINANCE,

Reg. No. 4,308,915 BUSINESS, HEALTH, LIFESTYLE, RELIGION, SHOPPING, SPORTS, FITNESS, TECHNOLOGY, TRANSPORTATION, TRAVEL, ARTS, ENTERTAINMENT, BOOKS, HUMOR, GOSSIP, JOBS, AND AUTOMOTIVE TECHNOLOGY, DESIGN AND REPAIR VIA E-MAIL, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-9-2009; IN COMMERCE 11-9-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,721,043, 4,084,161 AND OTHERS.

SER. NO. 85-692,100, FILED 8-1-2012.

DAVID ELTON, EXAMINING ATTORNEY

EXHIBIT E



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Newsmax

Word Mark NEWSMAX

Goods and Services IC 041. US 100 101 107. G & S: Production and distribution of programs in the nature of **radio**, television, audio and video podcast programs, and web series for broadcast over television, cable television, internet and satellite; News syndication for the broadcasting industry; Premium or pay television services, namely, production and distribution of television programs for broadcast via the Internet, satellite systems, wireless networks and cable television systems; Programming of premium and pay television shows, and programming on a global computer network; Entertainment services, namely, the provision of continuing programs and segments, featuring news and commentary delivered by cable television, television, **radio**, satellite, the internet and wireless networks; Online journals, namely, blogs featuring news and entertainment news; Entertainment services, namely, providing on-line reviews of movies, books, and music; Production and distribution of television and **radio** programs

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 85699779

Filing Date August 9, 2012

Current Basis 1B

Original Filing Basis 1B

Published for Opposition January 8, 2013

Owner (APPLICANT) Newsmax Media, Inc. CORPORATION NEVADA Suite 120 560 Village Boulevard West Palm Beach FLORIDA 33409

Attorney of Record Mark Lerner

Prior Registrations 2721043;3659417;4084161;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the stylized word "NEWSMAX".

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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NEWSMAX

Word Mark NEWSMAX

Goods and Services IC 041. US 100 101 107. G & S: Production and distribution of programs in the nature of **radio**, television, audio and video podcast programs, and web series for broadcast over television, cable television, internet and satellite; News syndication for the broadcasting industry; Premium or pay television services, namely, production and distribution of television programs for broadcast via the Internet, satellite systems, wireless networks and cable television systems; Programming of premium and pay television shows, and programming on a global computer network; Entertainment services, namely, the provision of continuing programs and segments, featuring news and commentary delivered by cable television, television, **radio**, satellite, the internet and wireless networks; Online journals, namely, blogs featuring news and entertainment news; Entertainment services, namely, providing on-line reviews of movies, books, and music; Production and distribution of television and **radio** programs

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85677899

Filing Date July 16, 2012

Current Basis 1B

Original Filing Basis 1B

Published for Opposition January 8, 2013

Owner (APPLICANT) Newsmax Media, Inc. CORPORATION NEVADA Suite 120 560 Village Boulevard West Palm Beach FLORIDA 33409

Attorney of Record Mark Lerner

Prior Registrations 2721043;3659417;4084161;AND OTHERS

Type of Mark SERVICE MARK

Register PRINCIPAL

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Newsmax

Word Mark NEWSMAX

Goods and Services IC 038. US 100 101 104. G & S: Cable television, satellite television, television, **radio**, internet, internet **radio**, video, and wireless broadcasting services; Satellite transmission services; Simulcasting broadcast television and **radio** over global communication networks, the internet and wireless networks; News agency services for electronic transmission; Pay-per-view television transmission services; Broadcasting of cable television, television, pay-per-view and **radio** programs

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 85698410

Filing Date August 8, 2012

Current Basis 1B

Original Filing Basis 1B

Published for Opposition January 1, 2013

Owner (APPLICANT) Newsmax Media, Inc. CORPORATION NEVADA Suite 120 560 Village Boulevard West Palm Beach FLORIDA 33409

Attorney of Record Mark Lerner

Prior Registrations 2721043;3659417;4084161;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the stylized word "NEWSMAX".

Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead
Indicator LIVE

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NEWSMAX

Word Mark	NEWSMAX
Goods and Services	IC 038. US 100 101 104. G & S: Cable television, satellite television, television, radio , internet, internet radio , video, and wireless broadcasting services; Satellite transmission services; Simulcasting broadcast television and radio over global communication networks, the internet and wireless networks; News agency services for electronic transmission; Pay-per-view television transmission services; Broadcasting of cable television, television, pay-per-view and radio programs
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85675867
Filing Date	July 12, 2012
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	January 1, 2013
Owner	(APPLICANT) Newsmax Media, Inc. CORPORATION NEVADA Suite 120 560 Village Boulevard West Palm Beach FLORIDA 33409
Attorney of Record	Mark Lerner

Prior Registrations 2721043;3659417;4084161;AND OTHERS

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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July 10, 2011

A Compass for Conservative Politics

By JEREMY W. PETERS

WEST PALM BEACH, Fla. — Without the soupy South Florida humidity and the fastidiously clipped lawn, the Newsmax headquarters here would be a lot like one of those diners in New Hampshire and Iowa where autographed pictures of politicians cover the walls.

But in those pictures, instead of a short-order cook, the smiling proprietor standing next to Donald Trump, Sarah Palin and Haley Barbour is Christopher Ruddy, chief executive of the small but influential media company that has established itself as a potent force in conservative politics.

Newsmax, the magazine and Web site that Mr. Ruddy founded more than a decade ago, is the right-wing populist's Time or Newsweek. With a paid circulation of 230,000, the magazine reaches more homes than The Weekly Standard or National Review, two of the higher brow pillars of American conservatism, by offering what Mr. Ruddy says is "news that Americans in the heartland would like to see."

He and his editors mix cover pieces with articles like "The Jesus Question: Will He Ever Return" and "Heartland Warrior: Michele Bachmann's Passionate Stand for American Values" alongside items about Ann Coulter's decision to turn down "Dancing With the Stars."

Among news sites that draw large conservative audiences, only FoxNews.com has more visitors, according to Nielsen, and Newsmax's e-mail alerts go out daily to 3.2 million people.

"I think we're part of the conversation," Mr. Ruddy, 46, said in an interview, dropping the names of conservative stalwarts who have paid their respects to Newsmax. "That's why Boehner — I met with him when he was down here."

And: "Trump realized this," Mr. Ruddy insisted. "He realized the power of Newsmax. We sort of gave him legitimacy."

And: "Rush has mentioned Newsmax many times through the years. Many, many times over the years."

Republicans have good reason to want to reach Newsmax's audience. According to an outside survey of magazine readers, 55 percent of Newsmax readers have made political donations. The average donation amount was \$2,930.

“Every major Republican committee has advertised at one point or another using our e-mails or Web sites,” he said as Fox News played at a low volume on a large flat-screen television a few feet away. “We’re really the 800-pound gorilla if you want to reach Republican donors in the country. We’ve got the list.”

Mr. Ruddy’s path to Republican power player is an unlikely one. He does not declare a party on his Florida voter registration. He has sharply criticized George W. Bush’s execution of the war in Iraq and praised Bill Clinton’s presidency, despite having helped sow some of the conspiracy theories around the suicide of Vince Foster, a former Clinton aide, with his 1997 book “The Strange Death of Vince Foster” (Simon & Schuster/Free Press).

Mr. Clinton and Mr. Ruddy have since had a rapprochement, and Newsmax even put the former president on the cover in 2007 with the headline “He’s Back!”

An autographed copy hangs on the wall in Mr. Ruddy’s office with a note from Mr. Clinton that reads, “I hope this doesn’t destroy your circulation.”

“Chris is a masterful networker,” said Cable Neuhaus, Newsmax’s creative director. “He never stops talking to people on the phone or sending them notes. And over time that has paid dividends. He just keeps networking.”

Newsmax’s success — it brought in \$52 million in revenue last year, up from \$34 million the year before — in large part lies in the way Mr. Ruddy has leveraged his politically plugged-in, over-50 audience. Want to reach potential donors directly in their in-boxes? For around \$30,000, political campaigns can rent Newsmax’s list, giving them in effect a direct conduit to a large swath of the Republican base. Newsmax will then send “special messages” from sponsors like Mrs. Bachmann and Rand Paul that allow recipients to donate directly to a candidate’s campaign committee.

“You click on it if you’re a fan of hers, and then you donate,” Mr. Ruddy said in his office in West Palm Beach. “We are the No. 1 leader in this field for candidates and committees.”

Want to move copies of your political memoir? Newsmax will do that directly through its Web site, as it has for Ms. Palin. Copies of “Going Rogue” and “America by Heart” have been offered free with new Newsmax subscriptions. People on the Newsmax list also frequently receive sales pitches from makers of weight loss supplements, retirement planning specialists and companies that cater to people of faith, like one recently called Medi-Share, a health care cooperative that bills itself “for Christians who want their health care dollars to help fellow believers.”

And every major Republican presidential hopeful has granted an interview to Newsmax — almost all of them making the pilgrimage to West Palm Beach to meet with Mr. Ruddy and pose for the obligatory photo. At a news planning meeting recently, editors gathered in a conference room and talked about a recent interview one of their reporters, David A. Patten, had conducted with Mrs.

Bachmann. The conversation shifted to another rising Republican presidential hopeful, Jon Huntsman, the former Utah governor.

“He wants to visit Newsmax,” the editorial director, Steve Coz, interjected. “They’re definitely coming through.”

Dick Armey, one of the many leading conservatives who writes an occasional column for Newsmax, said his articles always drew notice.

“That’s the audience that I want to talk to,” he said. “I run into it all the time around the country: ‘Oh, I saw your piece in Newsmax.’ ”

It wasn’t always this way.

“Five years ago we would have been privileged to have a South Florida mayoral candidate drive by the building and nod,” Mr. Neuhaus said.

After graduating from the London School of Economics, Mr. Ruddy briefly taught high school in the Bronx and served as an official in the United Federation of Teachers, the union routinely demonized by conservative politicians and commentators.

He edited The New York Guardian, a conservative alternative monthly, before being hired by The New York Post in 1993 as an investigative reporter, where he pursued the Vince Foster case. He wanted to pursue the Foster story further; his editors felt differently. So he left The Post. The conservative financier Richard Mellon Scaife hired him for the right-wing Pittsburgh Tribune-Review in 1995.

He branched out on his own to start Newsmax in 1998 after seeing how the Internet, particularly the Drudge Report, had helped drive the story of Bill Clinton’s affair with Monica Lewinsky. A friend, Bernadette Casey, daughter of a former Reagan associate, William J. Casey, helped provide \$25,000 in seed money.

The staff is now 140 people, large enough to have overtaken several floors in their West Palm Beach office complex. Newsmax’s online offerings have expanded into Web video and separate Web sites for financial news and health tips.

Its circulation is growing, a rarity among magazines. Mr. Ruddy credits that partly to the gifts it offers with subscriptions, like an emergency world band radio and a Reagan-themed deck of cards featuring quotes from the former president. The jokers have quotes from Jimmy Carter and Walter Mondale.

“We’re a business,” he said unapologetically, “not an ideology.”

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McCain, Rubio, Cruz: Sebelius Must Answer for Obamacare Debacle



(AP)


Republicans blasted Health and Human Services Secretary Kathleen Sebelius for the glitches crippling the Obamacare rollout. They said she will eventually have to testify before Congress over her agency's design and failed launch of the website, which reportedly cost taxpayers hundreds of millions of dollars. [\[Full Story\]](#)

Newsfront



Embarrassed Obama Vows 'Tech Surge' to Fix Obamacare Glitches

The Obama administration promised a "tech surge" to fix its online health-insurance market, in a blog post that said the website "has not lived up to the expectations of the American people." "Our team is bringing in some of the best and brightest from both inside and..... [\[Full Story\]](#)



Oprah Tells Obama 'No' for Obamacare Help

Celebrities may be lining up to push the president's health plan, but [\[Full Story\]](#)



Lindsey Graham: Cruz' Tactics Hurt GOP Brand


Sen. Lindsey Graham said Texas GOP Sen. Ted Cruz' battle to defund [\[Full Story\]](#)




McCain: Cruz Was on 'Fool's Errand' Pushing Shutdown

John McCain still save fellow GOP Sen. Ted Cruz was on a "fool's errand"

Dick Cheney Was Ready to Resign if Heart Troubles Worsened

Former Vice President Dick Cheney's heart issues are well known, but [\[Full Story\]](#) | 



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Cruz: GOP 'Gray Beards' Pushing 'Bad Samaritan Theory'

The "gray beards" of the GOP want to let Obamacare implode on its own, [Full Story]

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Treasury Secretary Jack Lew said Sunday the deep spending cuts that [Full Story]

Pelosi: Obamacare Glitches 'Unacceptable'

Democratic House Minority Leader Nancy Pelosi said the glitches in the [Full Story]

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America



Los Angeles Times Bans Climate Skeptics From Letters Page

The Los Angeles Times newspaper has made explicit a ban on letters to the editor which assert there are no signs humans have caused climate change. The ban came under immediate criticism from proponents of an open debate on global warming. Paul Thornton, the paper's letters... [Full Story]

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- Mom of Florida Bullying Suspect Arrested on Abuse Charges
- NBA Legend Bill Russell Arrested for Gun at Airport

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Politics



Turnout Will Be Key for Troubled Cuccinelli Campaign

It wasn't supposed to be this way for Republican Virginia Attorney General Ken Cuccinelli. Young and dynamic, Cuccinelli, 45, jumped into this year's gubernatorial race armed with fierce support from a national network of conservatives. His gaffe-prone rival Terry... [Full Story]

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Newsmax TV



Jeb Bush to Ted Cruz: Have Self-Restraint in Obamacare Fight

Former Florida Gov. Jeb Bush has a word of advice for fellow Republican Ted Cruz: Show some self-restraint in the fight against Obamacare. "I think the best way to repeal Obamacare is to have an alternative," Bush told ABC's Jonathan Karl in an interview aired Sunday on ... [Full Story]

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Spice Extract Relieves Depression Effectively as Drugs: Study

Antidepressants are among the drug industry's biggest sellers. But new research has found curcumin, a compound in the spice turmeric, is just as effective as drugs. [\[Full Story\]](#)

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Sci & Tech



Newly Discovered Asteroid Missed Earth but Will Return in 2032

A newly discovered asteroid made a close approach to Earth this week - at least in astronomical terms - and it is likely to come back around in 2032, but there is only a miniscule risk of it smashing into the planet. [\[Full Story\]](#)

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- Apple Hopes New iPad Will Help Slumping Tablet Sales
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Registrar Expiration Date: 2014-01-09 23:59:59
Registrar: GoDaddy.com, LLC
Domain Status: clientDeleteProhibited
Domain Status: clientRenewProhibited
Domain Status: clientTransferProhibited
Domain Status: clientUpdateProhibited
Registrant Name: mark nejme
Registrant Organization:
Registrant Street: 414 newark ave
Registrant City: bradley beach
Registrant State/Province: New Jersey
Registrant Postal Code: 07720
Registrant Country: United States
Admin Name: mark nejme
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Admin Street: 414 newark ave
Admin City: bradley beach
Admin State/Province: New Jersey
Admin Postal Code: 07720
Admin Country: United States
Admin Phone: +1.7329953914
Admin Fax:
Admin Email: mnejmeh@gmail.com
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Welcome Edie Thakar as editor

October 19, 2013 Uncategorized

NewsMax.us would like to welcome Edie Thakar as our editor for NewsMax.us , our upcoming newspaper and website. Edie is a conservative news journalist and a recent graduate from Sharjah, UAE .

Edie will have full decision making over content of our weekly political newspaper to be distributed in Chicago, New York, and Boston. Edie comes from a family of politically influential leaders.

The paper will primarily lead people to news stories relevant to the communities that it serves. NewsMax.us will focus on delivering information to low and middle income urban communities.

more to come...

Leave a comment

More threats from Newmax.com, Reverse Domain name Hijacking?

October 14, 2013 Newmax.com Newmax.com, reverse domain name hijacking

Trying to in good faith work things out?

more to follow on this post.....



newsmx_1

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Newsmax.com seeks to acquire NewsMax.us

October 13, 2013 Uncategorized

Godaddy.com has contacted Mark Nejme requesting a sale of Newsmax.us domain name. A maximum offer of \$200 was presented. The offer was not accepted.

Two weeks later a letter demanding the domain name was received. You have to wonder why if this company would not have acquired this name when it was for sale just as Mark Nejme did in 2011. After years of development and costs preparing NewsMax.us, Newsmax.com now wants the name?

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When the wolf comes to the door.

 October 11, 2013  [Uncategorized](#)

Let him in for a chat. Newsmax.us is under fire. Newsmax.com is apparently playing hardball with us. Newsmax.us is a small company that reports news. We are not a conservative media agency that promotes democrats. We are not founded by former CIA members or politically connected federal employees. We are just a small company looking to report the news.

Some Americans say that they cannot get the news because the news is being suppressed. I agree and that is why we started Nujobi.com in 2010. While we knew we would have difficult times getting started we also knew that someday sooner than later we would be ready. We are ready now and we are ready to launch Newsmax.us.

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